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(To be used for all correspondence after initial filing)

Application Number	09/510,580
Filing Date	February 22, 2000
First Named Inventor	Richard A. Leeds
Group Art Unit	3629
Examiner Name	Naresh Vig
Attorney Docket No.	59622-2

ENCLOSURES (check all that apply)

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Remarks**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Individual Name	George C. Rondeau, Jr.	22504
Signature		
Date	July 9, 2004	

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Richard A. Leeds

Application No.: 09/510,580

Filing Date: February 22, 2000

For: SYSTEM AND METHOD FOR PRESENTING CUSTOMIZED
SELECTIONS OVER A COMPUTER NETWORK

Examiner: Naresh Vig

Art Unit: 3629

Attorney Reference: 59622-2

Date: July 9, 2004

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

REMARKS

In response to the Office Action mailed March 9, 2004, applicant first wishes to make some introductory comments, and then respond to the specific concerns expressed in the Office Action as to several noted claim elements.